

What is the Delta Rocks! Family Festival?

The Delta Rocks! Family Festival began in 1999 as a day of music. The festival has since evolved into a fun-filled, exciting day for the entire family. Festival participants of all ages flock to Sharp Park to enjoy the wide variety of activities and shows. There is truly something for everyone: clowns, classic car show, inflatable attractions, live animals, super sling shot, games, tot spot, business expo, concessions, make-it-take-it craft booths for children, shows, and much more. It is a perfect blend of family and fun!



Why be a Business Expo Exhibitor at the Delta Rocks! Family Festival?

You will have the honor of having your name associated with a great family event and the satisfaction that you are helping provide quality fun and entertainment to families at a minimal cost to them. Delta Rocks! will optimize your communication and advertising dollar by reaching our 10,000 local participants. Since Delta Rocks! is known for its family oriented activities, this event is perfect for companies with a committed marketing strategy. Considering that attendance at the festival is in excess of 10,000 and those participants spend at least three hours participating in activities, it is a great way to get your name in the spotlight all day!



Picture of the Delta Rocks!
2004 Business Expo

Delta Music & Entertainment, Inc.
7710 West Saginaw Highway
Lansing, MI 48917 • (517) 323-8555

Delta Rocks! Family Festival

Sharp Park - 1401 Elmwood

Saturday, June 25, 2005

Business Expo



Dear Business Owner,

We would like to invite you to participate in the Delta Rocks! Family Festival 2005 Business Expo. This is a unique opportunity to showcase your business to thousands of festival-goers. The Expo will be an integral part of the festivities and will be centrally located in the park. This is your chance to be creative and make your business shine! Although, no sales are allowed, feel free to provide giveaways or activities that will attract the public to your area and advertise your business.

Delta Rocks! Family Festival 2005 will be held at Sharp Park on Elmwood Road behind the Lansing Mall, on Saturday, June 25th from 12 p.m. - 6 p.m. The festival is a one-day event designed to provide affordable fun for the entire family. Activities include: Clowns, Live Music, Live Animals, Shows, Classic Car Show, Super Sling Shot, Inflatable Attractions, Children's Make-It-Take-It Craft Booths, Concessions, and lots more!

Please feel free to contact us and we would be happy to answer all of your questions. We look forward to seeing you at the Delta Rocks! Family Festival 2005 Business Expo. If you would prefer not to participate in the Business Expo but would like to be a festival sponsor, please contact us for more information. Thank you very much!

Sincerely,

Barbara Sherbo Kellogg and Kathy Sobczyk
Delta Rocks! Committee



Deadline for entries: May 31, 2005 or until spaces are filled, whichever comes first.



Please complete and return form and payment to:

Delta Music and Entertainment, Inc.
7710 West Saginaw Highway
Lansing, MI 48917
(517) 323-8555



Delta Rocks! Family Festival 2005 Business Expo Application

APPLICANT INFORMATION

Name of Business _____

Name of Contact Person _____

Address _____

Phone _____ Fax _____

E-mail _____

TERMS & CONDITIONS

(1) Delta Rocks! will provide a 10 ft. x 10 ft. space under a tent which includes one (1) six foot table and two (2) folding chairs for a fee of \$200.00. No table coverings or table skirting provided. If additional tables are requested please indicate below. Additional tables are \$10.00 each.

Number of additional tables requested:

_____ (qty) x \$10.00 = \$ _____ **(please make check payable to Delta Music and Entertainment, Inc.)**

(2) Electricity (110v) is available on a limited, first come first serve basis. If you require electricity please specify what your needs will be. Please be very specific.

(3) All businesses are required to have completed set-up by 11:00 a.m. Festival hours are 12-6 p.m.

(4) All businesses are required to remain set-up until the end of the festival.

(5) One (1) parking pass per business will be issued. Additional vehicles will be required to park in the Lansing Mall parking lot.

(6) Sales or selling, of any kind, is prohibited.

(7) Spaces available on a first come first serve basis. All spaces must be paid in full at the time of reservation, including any additional tables.

(8) No refunds. Festival will take place rain or shine.

(9) Failure to comply with these terms & conditions will be treated as a breach of this agreement.

(10) Delta Rocks! shall receive full indemnification. Remedy shall only be appropriate as deposit.

By signing this application I agree to the above stated terms and conditions.

Signature _____

Date _____